



FOR VICTORY, BUY UNITED STATES WAR BONDS

**ALREADY, FOR MANY MONTHS,  
WE'VE BEEN TURNING OUT CANNON IN VOLUME  
FOR THE NATION'S FIGHTING PLANES!**

"Planes and more planes!" And every wing has "stings" to fight with! Oldsmobile builds these deadly "stings" in an arsenal that went into volume production way back last October. Oldsmobile "Fire-Power" was ready for the take-off the day fighting started. And with every new turn of the war, Oldsmobile output has been soaring . . . Thousands of automatic airplane cannon are pouring off



Oldsmobile's non-stop production lines . . . Millions of high-caliber shell have been delivered. Every force at Oldsmobile is lined up solidly with our fighting forces. Every product is a war product. Every worker is a "soldier of production." We're all determined —both men and management —to back up our army and air corps with an ever-increasing flow of "Fire-Power." Our war-cry—"Keep 'Em Firing!"



**KEEP 'EM FIRING!** Every skilled craftsman in the Oldsmobile cannon arsenal is wholeheartedly in partnership with our fighting men. Producing to the limit so they'll have more tools to fight with! Producing with precision to uphold their accuracy! Working to help win this war!

**OLDSMOBILE DIVISION OF GENERAL MOTORS**

★ VOLUME PRODUCER OF "FIRE-POWER" FOR THE U. S. A. ★